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# Questions to Ask for Podcast Consistency



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Podcast consistency has two parts: establishing a fixed schedule for releasing content and ensuring that all content is high quality. Some podcasters may choose to focus on quantity over quality, prioritizing a fixed content release schedule over quality of content. Others believe that consistent quality of content is more beneficial for attaining podcast growth.

We've put together a list of questions that will help you work towards a combination of both quantity and quality—achieving both is typically necessary for creating a successful podcast. Though you may not start off meeting your desired goals for quantity and quality, asking these questions can help you to achieve those goals over time.



### Podcast Schedule Consistency

- ☐ Are your schedule goals realistic and achievable?
- ☐ Are podcast episodes consistently released on the same weekday?
- ☐ Are podcast episodes consistently released on an established weekly, biweekly or monthly schedule?
- ☐ Do you plan ahead and batch-record for weeks that you'll be busy?



### Podcast Content Consistency

- ☐ Does every podcast episode contain a topic relating to the podcast theme?
- ☐ Do podcast episodes follow the same content format (i.e. co-host podcast, monologue podcast, interview podcast etc.)?
- ☐ Do podcast episodes consistently feature reputable guests (if the podcast features guests)?
- ☐ Does every podcast episode include an intro and outro?



### Podcast Marketing Consistency

- ☐ Is every podcast episode accompanied by a social media post?
- ☐ Do podcast social media posts contain consistent podcast branding (i.e. podcast brand colors and logos)?